



AUGUST  
2010  
NEWSLETTER

# The Entrance & District Chamber of Commerce

*'THE CHANNEL'*

contact your  
committee

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Knock on my Door: Ring first

Have a Beer or Coffee with me

WHAT EVER but let me know how the Chamber  
can help you? Or can you help the Chamber ?

Ideas - Suggestions - Criticisms

*Your feedback is welcome ...*

## President's Report

**URGENT**

**Please don't miss a golden opportunity**

***Partner Alliance with N.S.W Business Chamber...Access to N.S.W Business Chamber at no cost with access to workplace Advice Line, Online Business Guides, Online health check and access to Business Legal Basics.***

**This opportunity below was emailed to you on the 20<sup>th</sup> of July . For this to work we need you to opt in ie just press the click here button or contact Eric Woo 13 26 96. I will also resend email...**

### **More entitlements at no extra cost**

I am pleased to advise that NSW Business Chamber and The Entrance and District Chamber of Commerce have partnered together to provide you with more membership benefits and greater access to information, services and advice.

### **How do I benefit?**

You continue to access all the great benefits of your membership with The Entrance and District Chamber of Commerce such as local networking, business connections and influence with local government and community groups.

But additionally, you also become a member of NSW Business Chamber at **no cost to your business**, gaining access a range of services from NSW Business Chamber on top of your local chamber benefits, including:

- Workplace advice over the phone
- Business tools and resources available online 24/7
- Online health check for your business - great to use with your accountant or business banker
- Legally compliant templates and samples of essential commercial documents

The Entrance and District Chamber of Commerce have arranged your no-cost membership package, you just need to activate it.

### **To access your additional benefits**

For more information on this new and exciting partnership please contact Eric Woo at the NSW Business Chamber on 13 26 96.

**Bill Annesley  
President**

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## In Last Month's Newsletter (continued)

we looked at the Formulae for success in your business " 5 ways to grow your business" and showed how easy it was to get a 61% increase in your bottom line. This issue, we've have picked a couple of strategies you could use for lead generation. First you must make sure you know which strategy is working you aim is to increase the amount of prospects by at least 10% to do this you must test and measure. How many people com into your shop on a daily basis? How many actually buy? What is there average dollar sale? How many times do they come back? Please see attached test and measure sheet and use it.

So here are a few strategies...

### Referral System

Referrals are one of the most powerful lead generators in the world. People spreading the word are an inexpensive and very effective means of lead generation. Obviously, this can be achieved by offering exceptional value and service, but it can be further promoted by using special referral programs.

For example, you may reward someone who introduces his or her friends with a free membership or "referral" compensation, paid in the form of a gift voucher.

The key is that referrals are very valuable and you should reward those who are your best ambassadors.

### Host Beneficiary

This involves asking to promote your business directly to the customers of another business. There are many ways to set this up. You could offer their customers a gift voucher (and say that it is from the other business owner), offer to pay for the business owner's mail out, offer the business owner commission on any sales the strategy generates, or offer the favour in reverse.

This can work exceptionally well for almost any type of business and it is especially good when you are friends with other business people who have customers that fall into your target market.

To make it more attractive for the other business, explain that you will pay for the printing of the letters and flyers that are to be distributed. You will need to do a great sales job on the company sharing promotions with you. Many people will be suspicious and will not understand the effectiveness of this strategy in the same way that you do. Put their mind at ease by guaranteeing them you will only use soft sales techniques with their customers. You can also explain the advantage to them of how they will build greater rapport with their customers.

### Strategic Alliances

Join forces with other businesses and help each other out. You could either market yourselves under one name, making your joint business a "one-stop shop", or just have a verbal agreement to share customers, and refer them

to each other. These alliances can pay off significantly, especially if you find it difficult to get to your potential customers.

This works most effectively if the businesses involved are similar, but not competitive.

### Mailbox Flyers

Flyers are a very inexpensive form of advertising that does produce results. Your headline must speak to the reader straight away, and offer something very attractive. Most people resent junk mail, and prefer to respond to flyers that speak to them directly.

Using pictures on your flyers is one way of ensuring they are noticed. You should also consider printing them on unusual paper or cardboard that is cut into different shapes. The main thing to remember when using flyers is that you should not expect to receive a high response. Flyers can be good for local businesses, such as fast food and home-delivery companies. Trades people can also use flyers to good effect, but as with anything, you need to test and measure on a small scale before you print off thousands.

### Test & Measure & Build a Data Base

Just testing and measuring can help increase your number of leads. Knowing where your customers come from gives you the power to make smart decisions about what to spend your marketing money on.

**Next week we will talk about conversion rate..**

## New Business in Town

Jenny's Chicken  
In Harmony (beauty salon)  
Keepsake Castings  
Leela Traditional Thai Massage  
The Entrance BBQ Chicken  
Kornnisa Thai Massage  
Glitterati (women's clothing)

2 new businesses opening up soon:

Charcoal Chicken (next to  
Surfs Up)  
The English Tea Rose &  
Patisserie

## Interesting Statistics thanks to Central Coast Business Review 2010/2011

### Population of Wyong Shire as at 2006 ... 139,801 The Entrance and North Entrance 2.7% of that population

Business by Annual Turnover 2003/2007	0 to less than \$100k	\$100k to less than \$500k	\$500k to less than \$2M	\$2M to Less than \$10 M	\$10m or more	Total no. of businesses
Total No of Business	10,503	8,322	2,847	717	159	22,548
Percentage of Business	47%	37%	13%	3%	1%	
Of that Retail	837	1,188	615	165	33	2,838
Accommodation Cafes & Restaurants	129	273	123	39	9	1098

Age	Gosford LGA	Wyong LGA	Central Coast	Age	Gosford LGA	Wyong LGA	Central Coast
0 - 4	9,372	9,130	18,502	45 - 49	11,859	9,521	21,380
5 - 9	10,373	10,046	20,419	50 - 54	10,695	8,556	19,251
10 - 14	11,305	10,659	21,964	55 - 59	9,953	8,112	18,065
15 - 19	11,015	9,289	20,304	60 - 64	8,243	7,331	15,574
20 - 24	8,362	7,375	15,737	65 - 69	6,861	6,804	13,665
25 - 29	7,430	6,927	14,357	70 - 74	6,301	6,035	12,336
30 - 34	9,049	8,397	17,446	75 - 79	6,332	5,654	11,986
35 - 39	10,276	9,319	19,595	80 +	9,226	7,091	16,317
40 - 44	11,506	9,555	21,061	Total			

# Retail Daily Testing & Measuring Sheet

Name: \_\_\_\_\_

Inquiry #	Prospects Name	Repeat Customer	New Customer How Did They Hear About You	Sales Conversion		
				Sale Made	Sale Value	Follow Up/Call Back
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
<b>TOTALS</b>						

**AVG \$\$ SALE** = (Total of Sales Value column / Total No. of Sales Made) = \_\_\_\_\_

**CONVERSION RATE %** = (Total No of Customers / Total No. of Sales Made) = \_\_\_\_\_

The Entrance & District  
Chamber of Commerce  
Breakfast Club  
Presents...

**IMPORTANT  
ANNOUNCEMENT**  
Your chance to meet and  
hear

**Guest Speaker**

**Mr Michael Whittaker**  
New C.E.O of Wyong Council  
Will be appearing at our breakfast  
in  
August Thursday 26<sup>th</sup>  
7am to 8.30am

**Date: Thursday, August 26th**

**Time: 7:00am to 8:30am**

**Venue: The Entrance Hotel  
Round Room**

**Price: \$25 Breakfast**

*(includes set menu hot breakfast, tea or coffee)*

**RSVP: [billannesley@ccbusinesscoaching.com.au](mailto:billannesley@ccbusinesscoaching.com.au) or**

**Phone 042722846**

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on improving Your Profits, Marketing etc

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your appointment

## Business News

### Employment still key election issue for small business

Small businesses say that key issues for the Federal Election are the "unfairness" of unfair dismissal laws for employers, the complexity and red tape associated with employment, the increased costs of superannuation, liability for parental leave and the availability of genuine advice and assistance for small business employers.

There are also strong views that the Federal Government should intervene with the States to remove payroll tax or at least standardise it across the States in order to encourage business growth.

Federal Government should also take action to ensure consistent national policies across the States for occupational health and safety and workers compensation in order to reduce red tape and compliance costs and complexity.

These results were recently released by SME Boardroom, a membership organisation representing small to medium sized enterprises in Australia. SME Boardroom conducted a survey of 56 small to medium enterprises this week about the key issues for the Federal election. The survey also covered their views on the "Real Action to Support Small Business" policy released by the Liberal Party on 28 July 2010.

Small businesses said that the top three issues for SMEs are tax (39.3%), employment (23.1%) and red tape (17.9%). The majority (61.2%) of small businesses said that the Liberal Party's policy to reduce company tax from 30% to 28.5% would influence their vote. 51% also said that the Liberal Party's policy to reduce the compliance burden on small business would also influence their vote.

Only 6.1% of small businesses said that none of the Liberal Party's Policies would influence their vote.

### Top 7 Customer Service Tips For Outstanding Customer Retention

Customer retention, often measured in repeat purchases, plays a massive role in driving profits for any business. Businesses that excel in customer retention are usually positioned for long-term success and possess a far greater competitive edge over their competitors.

Customer service is more than a worthwhile investment, so here are seven customer service tips to get your business up and running for outstanding customer retention.

**1. Pay Attention To Complaints And Compliments**  
Use customer complaints to bring about new ideas to improve your product or service. Use the same approach for customer compliments to reinforce what your company is already doing right.

## 2. Just Ask Them!

There isn't a simpler method of retaining customers than just asking them what they want from your business. Whether you ask them via a printed survey, an online survey, over the phone, in person, or via email, it is crucial that you just ask them. You'd be surprised at the detailed response you'll receive.

## 3. Up Your Service With A Loyalty Program

Loyalty programs used efficaciously by businesses are extremely effective for outstanding customer retention. A variation of a loyalty program can be in the form of offering specialty discounts for customers in your database sent via email.

## 4. Service With A Smile

It may seem a simple thing but service with a smile and the ability to appease a distraught customer will result in outstanding customer retention.

## 5. Be A Solution Provider

Customers are a savvy lot and they can usually sense a sales pitch approaching miles away. Though they love buying, customers hate to be sold to. Instead, adopt the approach of being a solution provider, showing that you sincerely care about their needs.

## 6. Be A Value Provider

Providing value to customers simply means giving first and receiving second. Giving first could be as easy as offering a free email newsletter filled with juicy tips that other companies would have charged a premium for. It's a great way of differentiating yourself from your competitors and at the same time, providing great value for free to your customers.

## 7. Keep Your Service Memorable

Customers usually become fans of your business when they remember something remarkable you did for them eg if a customer has had a problem with something they bought from you and need to be fixed. The easier you make it for them to get it fixed and solve their problems, the more satisfied customers become.

Source: <http://Top7Business.com/?expert=Robert-Moment>



You are invited to the Central Coast's premier business event featuring keynote speaker, former Wallabies Captain, Nick Farr - Jones AM.

Drawing on both his experiences in international sport and international business, Nick will explain how to build a great team and a thriving company through dynamic innovation, efficient processes and strong team building.

Wednesday 18th August 2010  
7.30am—9.30am  
Mantra Kooindah Waters & Spa Resort  
40 Kooindah Boulevard, Wyong

**Register NOW!**

Call 132696

Members—\$55, Non Members—\$77  
Corporate tables (of 6) Members—\$300,  
Non Members—\$420

### THE ENTRANCE & DISTRICT CHAMBER OF COMMERCE CALENDAR OF EVENT

DATE	DETAILS	VENUE
7am Thursday 26th August	Breakfast Meeting—Guest speaker Michael Whittaker, WSC General Manager	The Entrance Hotel
6.30pm Wednesday 1st September	The Entrance & District Chamber of Commerce Committee Meeting	Shelly Beach Golf Club
4pm Tuesday 21st September	Coast & Country Insurance Consultant Trade Seminar	Shelly Beach Golf Club
7am Thursday 30th September	Breakfast Meeting	The Entrance Hotel
6.30pm Wednesday 6th October	The Entrance & District Chamber of Commerce Committee Meeting	Shelly Beach Golf Club